



W MOTORS AND ICONIQ MOTORS TO REVOLUTIONISE AUTONOMOUS DRIVING WITH 'MUSE' LEVEL 5

A glimpse at the UAE's first Autonomous Vehicle ahead of global debut and EXPO 2020

Dubai, UAE; 17th February 2019 – After much anticipation surrounding W Motors' Level 5 autonomous driving project, the UAE-based automotive company is proud to announce that '**MUSE**' will be unveiled to the world at Auto Shanghai 2019 on 16th April. Pioneers of the future of driving, W Motors is the first and only automotive developer in the Middle East – in partnership with sister company ICONIQ Motors – to release a self-driving vehicle, designed to be on the road for EXPO 2020 in Dubai.

The fully-electric **MUSE** features a Level 4 / Level 5 autonomous driving system, innovative user interfaces and cloud-computed connectivity, as well as several interior configurations catering to different business needs and consumer requirements. It will be fully produced in Dubai, UAE by W Motors at the all-new production facility of which the first phase is set to be completed in the last quarter of 2019.

MUSE was developed by W Motors and ICONIQ Motors in collaboration with international partners AKKA Technologies, Magna Steyr and Microsoft USA, each offering highly specialized and cutting-edge technologies in the realm of advanced autonomous driving solutions. With its name deriving from the Greek Goddesses of Inspiration, all elements of the **MUSE** create a balanced harmony of the science and art of automotive technology and functionally aesthetic design.

W Motors Founder & CEO, Ralph R. Debbas says, "The move from conventional vehicles to electric will happen much sooner than we expect, and we are honoured to be part of this movement – as well as Dubai's vision for the future of mobility. Autonomous vehicles will change the way we travel and connect with one another, and as a UAE-based company, it is an exciting achievement for us to be leading the way in the region's development within this sector."

The announcement comes in line with the recent introduction of the Dubai Autonomous Transportation Strategy, which is expected to bring AED 22 billion in annual economic revenues by reducing transportation costs, carbon emissions and accidents, raising the productivity of individuals and saving hundreds of millions of hours wasted in conventional transportation.

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The **MUSE** Level 5 show car was presented 'pre-launch' for the first time during a private function at W Motors flagship Gallery on 13th February 2019. An official signing ceremony with The Private Office of Sheikh Saeed Al Maktoum also took place earlier that day.

About W Motors SAL

Founded in 2012, W Motors S.A.L. is the first developer of high-performance luxury sports cars in the Middle East. Based in Dubai, the company is fully integrated with activities ranging from Automotive Design, Research & Development to Engineering and Manufacturing, as well as Automotive Consultancy within its Special Project Operations division.

Led by Ralph R. Debbas, Founder and CEO of W Motors and Coventry University Alumnus, along with an expert management team, W Motors creates some of the most exclusive and technologically advanced vehicles on the market today in partnership with leading automotive engineering and manufacturing companies around the globe. The first hypercar created by W Motors was the iconic Lykan HyperSport, which catapulted the company to international stardom when it took centre stage as hero car in Universal Studios' Furious 7.

The all-new Fenyr SuperSport is the latest model to be launched by the company, a limited edition with a production run of only 110 cars including 10 "Fenyr SuperSport Launch Editions".

W Motors will commence phase one of the development of its automotive facility in Dubai, United Arab Emirates at the end of 2018, with the project set to be completed by 2020. The state-of-the-art facility will accommodate the production of W Motors' current and future models including electric and autonomous vehicles, in line with Dubai's vision of becoming the "world's smartest city".

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