



W Motors teams up with Supercar Owners Circle for SOC Weekend Dubai & Abu Dhabi 2019

Dubai, UAE; 15 January 2019 – W Motors, the Middle East's only developer of hypercars, is proud to have partnered with the Supercar Owners Circle for the SOC Weekend on 11th-12th January 2019.

The two-day event was based out of the Bvlgari Resort Dubai and combined some of the rarest supercars in the world with exclusive presentations, a visit to the SBH Royal Auto Gallery, several convoy drives and a Yas Marina Circuit track experience amongst other one-off automotive centric experiences.

As part of the exhilarating programme offered to Supercar Owners Circle members and several private W Motors guests, W Motors Founder & CEO Ralph R. Debbas took to the floor to present his vision, discussing past, present and future, whilst giving special insights into the industry and upcoming pioneering innovations from the company.

The Fenyr SuperSport and Lykan HyperSport were present over the course of the weekend, taking part in all drives and leaving event participants captivated.

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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