



W MOTORS ANNOUNCES NEW BRAND AMBASSADOR OLIVER WEBB AT DUBAI TRACK EVENT

Fenyr SuperSport makes track debut in UAE

Dubai, UAE; 20th November 2019 – W Motors announced a long-term partnership with acclaimed British racing driver Oliver Webb at its latest Track Event held at the Dubai Autodrome on Tuesday 19th November.

New brand ambassador Oliver Webb has a wealth of accolades to his name and holds various titles, including 2014 European Le Mans Champion, 2015 Dubai 24 Hour Champion and 2016 Asian Le Mans Champion, and has been an LMP1 FIA WEC driver every year since 2016. He has been on the podium countless times all over the world, and also has extensive experience as a stunt and development driver.

Working closely with the W Motors team, Oliver will assist with the development of the company's soon-to-launch new supercar thanks to his extensive experience on the track, and drive at several W Motors events over the coming year.

Marking the start of the collaboration, W Motors hosted an exclusive UAE track experience for partners and clients who enjoyed Hot Laps in the Fenyr SuperSport – driven of course by Webb. The first event of its kind hosted by the brand on home ground also marked the Fenyr SuperSport's debut on the track in the UAE following numerous international drives, most recently the Hill Climb at Goodwood Festival of Speed.

"We have been looking for a young talented driver to become part of our team for some time now and we are thrilled to have Oliver on board. There was definitely no better time to kick off our partnership than at the Fenyr Supersport's UAE track debut! Oliver is an inspirational athlete with exemplary skills, and shares our values – it's an exciting time for us and we look forward to our upcoming projects," said Ralph R. Debbas, CEO & Founder of W Motors.

With its muscular and futuristic exterior crafted in carbon fibre, the Fenyr SuperSport features advanced technology throughout from reverse-opening doors to an innovative active aerodynamics system. Its cutting edge, custom-made RUF engine was specially developed by a team of master mechanics to deliver 800HP and 980 Nm torque, making it possible to reach 0-100 km/h in an exhilarating 2.8 seconds with a maximum top speed of 400 km/h.

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About W Motors SAL

Founded in 2012, W Motors S.A.L. is the first manufacturer 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 Projects Division.

Led by Founder and CEO Ralph R. Debbas, 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 world. The company also established a strategic alliance with sister-company ICONIQ Motors based in China in 2016 with the goal of developing an all-new design identity to address the industry's present day sustainable and forward-thinking needs.

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 hypercar to be launched by the company, a limited edition with a production run of only 110 models including 10 Fenyr SuperSport "Launch Editions".

W Motors will soon launch its state-of-the-art automotive facility in Dubai, UAE, which will accommodate the production of all 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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