



## **FENYR SUPERSPORT JOINS PRESTIGIOUS BRITISH CONCOURS D'ELÉGANCE 'SALON PRIVÉ', MARKING END OF SUMMER TOUR**

Dubai, UAE; 9<sup>th</sup> September 2019 – Rounding up its global summer tour, W Motors' Fenyr SuperSport was once again in good company, this time at Salon Privé in Woodstock, UK. From 5<sup>th</sup>-8<sup>th</sup> September, the Fenyr was showcased alongside some of the automotive world's most esteemed names and participated in several events over the course of the Concours d'Elégance.

A luxurious garden party focusing purely on prestige cars, Salon Privé, now in its 14<sup>th</sup> year, is one of the most established motoring events of its kind in the UK. Set in the lush grounds of Blenheim Hall in Oxfordshire, which is often referred to as 'Britain's Greatest Palace', the event presents the finest collection of supercars, hypercars and classic cars, in quintessential English surroundings.

The Fenyr SuperSport was presented in Arctic white with gold accents and drew crowds with its dynamic lines, futuristic exterior crafted in carbon, and power and performance to match. Defined by detail, the limited-edition global run of 110 Fenyr Supersports includes 10 launch editions.

\*\*\*\*\*

### **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 globe. 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 model 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

[WWW.WMOTORS.AE](http://WWW.WMOTORS.AE)



in 2019, 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".

**For more information, please contact:**

**Catherine Debbas**

**Managing Partner – W Motors**

Dubai, United Arab Emirates

Tel: +971 4 558 6530

Email: [Catherine@wmotors.ae](mailto:Catherine@wmotors.ae)

**Sara Aki**

**Account Director – Schneider PR**

Dubai, United Arab Emirates

Tel: +971 4 353 1135

Email: [sara@schneider-pr.net](mailto:sara@schneider-pr.net)

[WWW.WMOTORS.AE](http://WWW.WMOTORS.AE)