



Fenyr SuperSport steals the show in series of celebrated automotive events throughout Monterey Car Week, US

Dubai, UAE; 20th August 2019 – The W Motors Fenyr SuperSport joined the finest names in automotive history at the prestigious Monterey Car Week for the second year in a row. This year dressed in arctic white with gold accents, the Arabian manufacturer's second hypercar caught the eye of collectors and enthusiasts from far and wide with its distinctive lines, dramatic design and ultimate driving performance.

The action started with the **Fuel Run** on 14th August. The Fenyr SuperSport led a convoy of exotic supercars on an epic Californian coast drive from Malibu to Monterey in an unmatched display of automotive excellence.

On 16th August was **The Quail, A Motorsport Gathering**. Here, the Fenyr SuperSport was part of an exquisite display of motorcars in a private garden setting unlike any other, where aficionados convene to enjoy rare collections in various classes, including of course, supercars.

The following day saw the Fenyr SuperSport participate in two events: **Concorso Italiano** and **Exotics on Broadway**. It was W Motors' debut appearance at Concorso Italiano, during which the Fenyr joined a crowd of almost 1,000 Italian motors – playing tribute to its manufacturing partner Magna Steyr, and its current home of engineering and production. The Fenyr then moved to Exotics on Broadway, one of the most attended supercar events of the week, open to the public.

"Collectors and enthusiasts are always left awe-struck at the Monterey Car Week; it really is one of the absolute standouts of the year's automotive calendar and celebrates automotive design and engineering in its purest form. We're happy to have returned and been part of such an exclusive lineup of the world's best cars and look forward to perhaps being able to showcase our much-anticipated new supercar next year," said Ralph R. Debbas, Founder and Chief Executive Officer of W Motors.

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.

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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 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".

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