



## **W Motors hosts first 'Cars & Legends' event with Industry Legend Alfredo Stola**

Dubai, UAE; 28 November 2018 – W Motors Founder and CEO Ralph R. Debbas hosted the first in a series of 'Cars & Legends' events on Thursday 22<sup>nd</sup> November 2018. The event came to life through W Motors' vision of providing a unique platform to bring together supercar enthusiasts and industry legends – those so prominent that they have changed the face of supercar design and technology today.

'Cars & Legends' guests first gathered, along with their supercars, at the Bvlgari Resort Dubai, before driving in a convoy with the Fenyr SuperSport and Lykan HyperSport to the W Motors Gallery in City Walk for an evening reception. Guest of honour at the event was the remarkable Alfredo Stola of Italian automotive design house STUDIOTORINO.

During an inspirational talk to the group of enthralled motoring aficionados, Stola shared some personal insights into his time in industry and gave some fascinating insights into his experience of creating the famed Mercedes-Benz SLR. He also touched on his partnership with W Motors, linking back to his involvement in the design of the company's first ever hypercar, the Lykan HyperSport.

Stola has been instrumental in creating some of the most celebrated cars in the world. With a long-running family connection with the automotive industry dating back to 1919, he established STUDIOTORINO in 2005, where him and his team create handcrafted and either personalised or limited editions cars.

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### **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.

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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*.

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".

**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)

**Sandra Schneider**  
**Managing Director – Schneider PR**  
Dubai, United Arab Emirates  
Tel: [+971 4 353 1135](tel:+97143531135)  
Email: [sandra@schneider-pr.net](mailto:sandra@schneider-pr.net)

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