***frankstephenson Design*** ***signs strategic partnership with W Motors to accelerate automotive growth in the Middle East***

*Strengthening automotive projects with new regional presence*

* **frankstephenson Design announces collaboration with UAE-based W Motors, advancing its renewed focus on automotive design**
* **A permanent studio will be established within W Motors’ Dubai facility, expanding frankstephenson Design’s presence in the Middle East, which includes the relocation of a Senior Designer to the UAE.**
* **The strategic partnership will focus on developing high-impact custom automotive projects that combine cutting-edge design with engineering expertise**
* **For more details, visit:**[**https://www.frankstephenson.com/**](https://www.frankstephenson.com/)

**Dubai, United Arab Emirates, 30 June 2025** – frankstephenson Design, the visionary design studio founded by legendary automotive designer Frank Stephenson, has today announced strategic partnership with W Motors, the UAE-based high-performance luxury sports car manufacturer and mobility solutions provider, marking a major step forward in the studio’s renewed focus on automotive innovation and its expansion into the Middle East.

The partnership will see frankstephenson Design and W Motors collaborate on a number of high-impact automotive projects, combining their shared commitment to forward-thinking design and engineering excellence. As part of this alliance, frankstephenson Design will be establishing a permanent design presence in the W Motors HQ in Dubai, with a dedicated space within its Mobility Centre of Excellence. This includes the immediate strategic deployment of a Senior Designer to the UAE.

This move reinforces frankstephenson Design’s renewed commitment to the automotive sector. While the collaboration remains firmly rooted in automotive innovation, it also positions the brand to establish a broader presence in the area.

“This partnership is a strategic step in growing our automotive design capabilities in a region that’s quickly becoming a key player in the industry,” said Frank Stephenson, Founder of frankstephenson Design. “W Motors brings valuable regional expertise and technical depth, while the UAE offers the infrastructure to drive real progress. Our aim is to shape the future of automotive design with bold, purposeful solutions for global clientele, and our work with W Motors will help us achieve that.”

With several high-profile projects already underway, frankstephenson Design and W Motors will soon host a series of exclusive design reveals and private events, offering an early glimpse at the groundbreaking automotive work born from this collaboration.

Ralph Debbas, W Motors’ CEO & Founder, commented, “We are delighted to announce our partnership with frankstephenson Design, a collaboration that marks an exciting milestone in our mission to develop the automotive industry in the region. Frank Stephenson is not only a legend in automotive design but also a true visionary whose creations have shaped some of the most iconic and celebrated vehicles of the modern era.

“Having Frank and his team onboard elevates the innovative design solutions we are offering to our clients. This partnership will also be instrumental as we expand beyond automotive into exciting ventures in sea and air mobility. Together, we aim to inspire the next generation of design talent and create a future of bold, groundbreaking achievements across multiple industries."

This announcement represents a pivotal step in frankstephenson Design’s broader global strategy to realign with its automotive roots, with more to come as the studio builds its custom design presence in key markets.

**ENDS**

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**About frankstephenson Design**

frankstephenson Design is a leading design studio, with world class talent, based in London, UK. Applying design expertise across a broad industry remit, from shaping the future of mobility, to innovative new products that will positively impact society.

frankstephenson Design blends innovation with beauty, creativity with ingenuity and epitomises design excellence. We are the trusted partner for visionary global brands and artisans alike. From architectural marvels to bespoke creations inspired by iconic automotive design roots, frankstephenson Design transcends boundaries, blending creativity with precision engineering to craft timeless masterpieces across a range of diverse industries.

To empower and educate the new generation of designers, frankstephenson Design launched ‘Learn to Sketch with Frank' in 2023, a comprehensive online course that teaches the key principles of creative sketching, blending theory with practical techniques and streamed videos.

YouTube is one of the most important mediums used by the design house to share work and in April 2020, Frank Stephenson launched his official YouTube channel amassing over 227,000 subscribers to date and over 125,000 followers on the Chinese social media platform Bili Bili.

**Awards (products designed by frankstephenson Design)**

* 2023, babyark - “Innovation Award” – CES, Las Vegas, USA.
* 2024, babyark – “Best Invention of 2024” – TIME Magazine
* 2024, Atmo – “Best Invention of 2024” – TIME Magazine
* 2025, Capsulab – “Global Innovation Champion – CES, Las Vegas, USA

**About W Motors Automotive Group Holding Limited:**

Founded in 2012, W Motors is the first manufacturer of high-performance luxury sports cars in the Middle East and has since evolved into a fully integrated mobility solutions provider.    
Headquartered in Dubai UAE, the company’s capabilities span across automotive design and engineering, research & development, manufacturing, technology, and consultancy, positioning it as the leader in the region’s automotive industry.

Led by Founder and CEO Ralph Debbas, W Motors is the creative force behind some of the most exclusive and technologically advanced vehicles available in the market today.

W Motors created and developed the GHIATH Program with Dubai Police, highlighting the company’s ability in delivering turnkey solutions focused on security, defense and smart technologies. Under its dedicated Special Projects Division, W Motors is committed to driving the development of sustainable automotive solutions for the next generation and bespoke specialist vehicles designed for specific industry sectors and markets.

In 2024, W Motors launched its state-of-the-art automotive facility in Dubai, UAE, built to host the company’s HQ, Design and Engineering center, R&D, assembly and production lines, the region’s only automotive-focused composites division, as well as a flagship showroom and a regional mobility centre of excellence. W Motors is now expanding its operations to Abu Dhabi with a cutting-edge production facility offering contract manufacturing services to global OEMs looking to establish a manufacturing footprint in the Middle East.

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