



W Motors Announces Strategic Partnership with Power ID to Advance Clean Energy Solutions and Second-Life Battery Implementation

Dubai, United Arab Emirates – July 24, 2025 – W Motors Automotive Group Holding Limited Dubai Branch (“W Motors”), the Middle East’s first fully-integrated mobility solutions provider, is pleased to announce a strategic partnership with Power I.D. GmbH (“Power ID”), a leading consulting and engineering firm specializing in e-mobility and innovative energy storage solutions. This agreement is centred on the development and deployment of innovative clean energy solutions, with a particular emphasis on advanced energy storage and the implementation of second-life battery technologies.

W Motors, recognized for its leadership in high-performance vehicles and sustainable mobility projects, will collaborate with Power ID to accelerate the adoption of clean energy practices within the UAE’s automotive and mobility sectors. The partnership is designed to complement W Motors’ existing relationships with EV powertrain suppliers by focusing exclusively on energy storage, battery lifecycle management, and clean energy integration, ensuring that current supplier partnerships remain unaffected.

Key Objectives of the Partnership

- Develop and promote advanced clean energy and energy storage solutions, leveraging second-life batteries to enhance sustainability and resource efficiency.
- Integrate second-life battery applications into W Motors’ projects, supporting the circular economy and reducing environmental impact by extending battery life beyond their initial use in electric vehicles.
- Foster research and development initiatives targeting scalable, modular energy storage systems for mobility and stationary applications, including support for renewable energy integration.
- Deliver specialized training and technical support to facilitate the seamless adoption of second-life battery and clean energy technologies.
- Strengthen the UAE’s clean energy ecosystem through joint educational and innovation-driven initiatives.



Scope of Collaboration

- **Technology Integration:** Joint efforts to implement state-of-the-art clean energy and second-life battery storage solutions across W Motors' portfolio.
- **Research & Development:** Collaborative R&D focused on optimizing the use of second-life batteries for both mobility and stationary storage, supporting the transition to a low-carbon economy.
- **Incubation & Local Presence:** Power ID will establish a presence at W Motors' Dubai Silicon Oasis headquarters, facilitating close cooperation on project development and execution.

Through this collaboration, W Motors and Power ID will focus on leveraging their collective strengths to accelerate the development and implementation of clean energy solutions, advanced energy storage, and second-life battery applications. The partnership is designed to complement W Motors' existing supplier relationships,

Leadership Perspectives

Commenting on the partnership, Ralph Debbas, Founder & CEO of W Motors said:

"This partnership represents an exciting step forward in our commitment to innovation. By advancing research and development focused on cutting-edge mobility solutions and exploring second-life battery applications within our projects, we are prioritizing both sustainability and smarter resource use for the future of mobility in the UAE,"

Naser Abu Daqqa, Managing Director & Founder Power I.D. GmbH said:

"We are excited to collaborate with W Motors on accelerating the deployment of second-life battery and clean energy solutions. Together, we will create new pathways for sustainable growth and energy resilience in the region."

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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About Power I.D.

Power I.D. is a Stuttgart-based startup with over 50 years of combined experience in e-mobility and the development of automotive mass production. Positioned uniquely between engineering and consulting, the company combines technical expertise with strategic insight—delivering tailored solutions for the electric mobility sector.

Power I.D. focuses on scalable ideas and solutions for mass production, supports digital platform development for e-mobility, and acts as a collaborative partner to OEMs, suppliers, engineering firms, and consulting companies. Depending on project needs, support is provided through internal experts or a curated network of consultants and project managers.

Core competencies include:

Technology & Methods – Electric drive development, vehicle integration, validation and testing, change management, requirements management, Design to Cost, testing strategy, supplier strategy and nomination.



Organization & Leadership – Corporate strategy, business transformation, organizational development, project and task force management.

Power I.D. enables the automotive industry to move faster and more effectively toward a sustainable, electric future.

For more information, please contact:

www.powerid.de/#contact

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