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MG MOTOR LAUNCHES THE ALL-NEW MG RX9 PREMIUM SUV

MG Motor, in collaboration with Zayani Motors, the exclusive distributor of MG Motor in the Kingdom of Bahrain, has officially launched the all-new MG RX9 in the Kingdom, showcasing a perfect blend of modern design, power and versatility. The RX9, tailored for modern families and adventurers alike, aims to provide an exceptional driving experience without compromising on style or comfort, with prices starting from BD 9,846 (excl. VAT), reflecting remarkable value in its segment.

The launch ceremony was held at the prestigious Royal Golf Club, in the presence of Mr. Tom Lee, Managing Director of MG Motor Middle East, Mr. Rashed Zayed Alzayani, Managing Director

of Zayani Motors, Mr. Rizwan Tariq, General Manager of Zayani Motors, senior officials, guests and media representatives.

On this occasion, Mr. Rashed Zayed Alzayani, Managing Director of Zayani Motors, stated: "We are delighted to launch this exceptional vehicle in the Kingdom of Bahrain, as this step comes as a result of thorough study and commitment to fulfil our clients' aspirations. Our long-standing partnership with MG Motor is a reflection of our dedication to deliver high-quality and innovative vehicles to the Bahraini market, and the MG RX9 is a testament to this commitment. We are excited to introduce this model to our customers who value both

luxury and functionality in their vehicles."

On his part, Mr. Tom Lee, Managing Director of MG Motor Middle East, commented: "We are delighted to be here today with our partner Zayani Motors for the launch of the MG RX9, which marks a new chapter in our journey to provide customers with modern, premium and capable vehicles. The RX9 is designed for those who expect more from their SUV, offering space, power, and advanced features. Whether for family outings or off-road adventures, the MG RX9 delivers an exceptional driving experience, while embodying the latest in automotive design and technology."

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THE RX9 IS DESIGNED FOR FAMILIES, TRAVEL ENTHUSIASTS, AND THOSE SEEKING A PREMIUM SUV



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Meanwhile, Mr. Rizwan Tariq, General Manager of Zayani Motors, said: "The MG RX9 not only embodies cutting-edge technology but also offers an impressive array of safety features and exceptional performance capabilities. At Zayani Motors, we aim to provide our customers with the best possible experience, and the RX9 will undoubtedly enhance our lineup of premium offerings."

The MG RX9 is available in three trim levels: STD 2.0 Turbo, COM 2.0 Turbo, and LUX 2.0 Turbo, designed to meet various customer preferences. It features a super-efficient 2.0T engine paired with a 9-speed automatic transmission, ensuring powerful performance and adaptability across all terrains. With adaptive driving modes including Auto, Eco, Sport, Snow, and Off-road, drivers can easily customise their driving experience to suit any environment.

On the exterior, the RX9 stands out with its robust design, offering the

widest body in its class at 1967mm, which conveys both elegance and strength. Its Starburst Wing Grille and sleek headlight design featuring 245 laser-engraved LED light units create a striking first impression, while the 21-inch wheels add to its stability and performance. Inside, the RX9's luxurious cabin boasts a spacious 7-seat configuration with the largest 3-row seating space in its class, ensuring comfort for all occupants. The dashboard is crafted with premium materials, complemented by a 12.3-inch touchscreen and a modern digital display. Features such as the 8-way electrically adjustable driver's seat, with memory function available on higher trims, enhance the overall comfort experience.

Safety is paramount in the MG RX9, featuring advanced driver-assistance systems powered by Bosch technologies, including a 3rd Generation Intelligent Front View Camera and 5th Generation Millimetre Wave Radar.



EURO MOTORS BRINGS A BOLD NEW DRIVING ERA TO BAHRAIN WITH 2025 MINI FAMILY OF VEHICLES

Euro Motors, the official importer of BMW Group vehicles in Bahrain, is thrilled to launch the highly anticipated 2025 MINI models. The new lineup features the dynamic MINI Countryman, the iconic MINI 3-Door and 5-Door Hatchback, and the innovative all-electric MINI Aceman. Each model embodies MINI's commitment to blending style, performance, and cutting-edge technology.

The stunning Avenues Mall, was a spectacular showcase of entertainment and culture. Attendees were treated to special performances by the local Bahraini band Dar Al Budaiya Al Janoubiya and renowned poet Sophia Thakur. The event celebrated Bahrain's rich music scene, creating an unforgettable evening that perfectly complemented the unveiling of the new MINI lineup.

Speaking at the launch, Rashid Z. Alzayani, Managing Director of Euro Motors, said: "The all-new 2025 MINI Family showcases cutting-edge technology, superior performance, and the signature charm MINI has always been known for. At Euro Motors, our aim is to bring world-class automotive experiences to the Kingdom of Bahrain. With models like the MINI Countryman and MINI 3 Door redefining what it means to drive in style, and the pioneering electric crossover MINI Aceman, we are confident this lineup will captivate both current MINI enthusiasts and new customers alike. MINI's ethos of blending heritage with innovation truly shines through in this lineup."



Highlights of the 2025 models

The all-new 2025 MINI Countryman sets the standard for compact SUVs, boasting powerful performance and advanced features. Equipped with a turbocharged 2.0-litre 4-cylinder engine, this model delivers 218 horsepower and 360 Nm of torque. Drivers can go from 0 to 100 km/h in just 7.1 seconds, while the all-wheel-drive system ensures optimal control on various terrains. Inside, the Countryman offers supreme comfort and sustainability with eco-friendly Vescin leather-free sports seats and a minimalist 9.4-inch OLED touchscreen with the updated MINI Operating System 9.





AN ELECTRIFYING MASERATI GHABGA

Euro Motor Maserati hosted an exclusive, lavish private Ghabga, inviting esteemed clients to embark on an electrifying and opulent journey.

The event was held at the future site of Euro Motors Boutique, a sophisticated venue nestled at Avenues Mall. Guests were also treated to the grand unveiling of the Maserati Grecale Folgore, the cutting-edge electric vehicle from the iconic Italian luxury brand. The evening was further elevated with a bespoke catering experience by Rue Catering, offering a refined and modern interpretation of Ramadan cuisine. This exquisite gathering offered a rare and immersive glimpse into the future of Euro Motors and Maserati in Bahrain, showcasing a perfect fusion of luxury, innovation, and tradition.



ZAYANI MOTORS OPENS A NEW MG MOTOR SERVICE CENTRE IN SITRA INDUSTRIAL AREA

Zayani Motors, the exclusive distributor of MG Motor in the Kingdom of Bahrain, has announced the opening of a new service centre for MG vehicles located in the Sitra Industrial Area. This initiative underscores the company's commitment to delivering exceptional service to its customers and addresses the growing demand for this leading brand in the kingdom.

The new service centre covers an impressive area of 4,127 square metres and is outfitted with the latest equipment in the automotive service sector, reflecting the company's dedication to quality and efficiency. Furthermore, the centre features 16 workstations to ensure effective and timely service for various MG models.

On this occasion, Mr. Rashid Zayed Al-zayani, Managing Director of Zayani Motors, stated: "The dedicated service centre for MG vehicles reflects the continuous growth and increasing popularity of this prestigious brand in the Kingdom of Bahrain. We are committed to providing the highest level of service and support to our customers, and this centre will enable us to meet their needs more



effectively."

Mr. Alzayani further said: "This centre is not merely a service point; it embodies our vision of enhancing the customer experience. We aim to provide a comprehensive experience that exceeds customer expectations, from the vehicle reception process to delivering specialised maintenance and technical support services."

In conclusion, Mr. Alzayani highlighted the importance of fostering long-term relationships with customers, adding: "Customer satisfaction is our top priority, and we are dedicated to ensuring that every customer feels valued and appreciated. We are thrilled to open the doors of this new centre and look forward to serving our valued clients in the best possible way."



ALOULA MOTORS LAUNCHES THE HIGH PERFORMANCE FULLY ELECTRIC 4X4 RIDDARA RD6

Aloula Motors, the official distributor for RIDDARA vehicles in the Kingdom Of Bahrain, has launched the brand's first fully electric 4x4 pickup in the Kingdom Of Bahrain– the RIDDARA RD6. Capable, practical and reliable, the RD6 is a high-performance pickup offering more choice in green mobility to eco-conscious drivers in the Kingdom of Bahrain.

The news comes following an agreement signed recently between Aloula Motors, one of the leading vehicle importers and an authorized distributor for Geely vehicles in the Kingdom of Bahrain, and RIDDARA, a 100% electric pickup truck brand under Geely Holding Group, for Aloula Motors to distribute the brand in The Kingdom.

Commenting at the launch, Nawaf Khalid Al Zayani Managing Director at Aloula Motors, said: "We are thrilled to launch the RIDDARA RD6 in the Kingdom Of Bahrain. The launch of this exciting new 100% electric pickup represents the first significant milestone in our new partnership with RIDDARA. Offering a stylish, practical, high-performance pickup such as the RD6 to our customers in the Kingdom of Bahrain aligns with our objectives to offer more choice, more quality, and more excitement in our range. RIDDARA is set to establish a whole new category to the Bahrain market with an affordable, yet high-performance fully electric pickup that is capable, practical and thrilling to drive. Aloula Motors has always been committed to leading automotive technol-



ogy innovation in the Bahrain market, and the arrival of the all-electric RIDDARA RD6 pickup truck will undoubtedly enrich our product lines and bring more choices for green mobility to our customers."

Thrilling, Versatile, Sustainable

The RIDDARA RD6 is a sophisticated all-new 4WD pickup set to revolutionize the way EV drivers enjoy their vehicles, taking EV pickup ownership to the next level with

a more exciting and enjoyable experience. Though capable and versatile, the RD6 is also thrilling to drive. With an impressive power output of 422hp and 585Nm torque from the batteries and electric motors, the RD6 delivers powerful performance, accelerating from 0 to 100 km/h in just 4.5 seconds. This performance comes alongside a range of up to 455 kilometers (NEDC) under normal driving conditions, putting any destination in the Kingdom of Bahrain within easy reach.





A DISTINGUISHED DEFENDER GHABGA

This Ramadan, Euro Motors Land Rover hosted an exclusive Defender Ghabga at the elegant Fakhro House along the Muharraq Pearling Path. They welcomed their Defender clients and their families to a unique Ghabga, distinct from typical hotel venues.

The evening blended timeless traditions with modern elegance, featuring refined activities such as an exquisite Arabic calligraphy artist, oyster opening to reveal lucky pearls, a lively Gergaon shop, and mesmerizing traditional Bahraini Ramadan performances. Guests savored the finest Ramadan cuisine, expertly crafted by Chef Roaya Salah of Villamamas, enhancing the culinary experience.

The Defender Ghabga set a new standard for luxurious, personalized gatherings, redefining how Ghabga experiences could be tailored to meet the expectations of their esteemed Defender clients.



ZAYANI MOTORS LAUNCHES STUNNING NEW VERSION OF HONGQI HS5

Zayani Motors, the exclusive distributor of HONGQI luxury cars in the Kingdom of Bahrain, has unveiled the brand-new facelifted standout HS5 model. The cutting-edge SUV with its updated design redefines its class with innovative technology and impressive performance.

The launching ceremony was held on 25th November 2024 at the HONGQI showroom in Ma'ameer, graced by the presence of the Managing Director Mr Rashid Z. Al Zayani, General Manager Mr Rizwan Tariq, and other officials.

The HS5 is crafted to appeal to a broad range of SUV enthusiasts. Available in both 2WD and 4WD Drive-Trains, the SUV encompasses advanced safety technologies, earning a commendable 5-star rating from the New Car Assessment Program (NCAP). Furthermore, with five driving modes-economy, comfort, sport, off-road, and snow-the intelligent damper control suspension system of the new HS5 adapts to a variety of road conditions, offering a responsive and tailored driv-

ing experience.

Commenting on the occasion, Mr. Rashid Z. Alzayani, Managing Director of Zayani Motors, stated, "We are pleased to introduce the facelift of the HONGQI HS5 to the Kingdom, a sleek, dynamic vehicle that pushes the limit of innovation."

He continued, "A success in its previous edition, this model combines style, functionality and advanced features, making it ideal for the modern driver. Its versatility lends itself to various needs of families, urban professionals and athletic youth. We are confident that the HS5 will exceed the expectations of our customers and provide an exceptional driving experience that satisfies their requirements."





ROLLS-ROYCE GHABGA – A TASTE OF TRADITION

During the Holy Month of Ramadan, Rolls-Royce Bahrain hosted an exquisite Ghabga evening in the serene ambiance of its showroom, inviting esteemed clients to enjoy a night rich in culture and hospitality. Guests experienced an exclusive culinary journey led by Chef Qambar, who presented "A Taste of Tradition - The Prophet's Table," a refined five-course menu inspired by the wholesome diet of Prophet Muhammad (PBUH). Each dish masterfully combined cultural and historical elements with modern artistry, immersing guests in a narrative that celebrated Arabian tradition through elevated gastronomy. The atmosphere was enhanced by the soulful sounds of live oud music, creating a night defined by taste, tradition, and the elegance of Rolls-Royce.



ZAYANI MOTORS LAUNCHES THE ALL-NEW MITSUBISHI XFORCE

Zayani Motors, the exclusive distributor of Mitsubishi Motors in the Kingdom of Bahrain, has officially unveiled the all-new Mitsubishi XFORCE in Bahrain. Built for the bold, this stylish, dynamic and versatile compact SUV is designed to resonate with a new generation of drivers - the style-savvy, the daring, and the explorers who challenge the ordinary.

Targeted at young families, ambitious young professionals and empty nesters looking to elevate their driving experience, the XFORCE encapsulates Mitsubishi Motors' vision of bold innovation. The model combines sleek aesthetics with a range of advanced features, all while delivering the exceptional reliability Mitsubishi is renowned for.

Commenting on the occasion, Mr. Rashid Zayed Alzayani, Managing Director of Zayani Motors, highlighted the model's versatility, saying: "We are thrilled to introduce the all-new Mitsubishi XFORCE, a vehicle that perfectly embodies our commitment to innovation, quality, and customer satisfaction."

"This model is designed with the modern driver in mind, offering a unique blend of style, functionality and advanced features. Its versatility makes it an ideal choice for various lifestyles, from young families to ambitious professionals. We are confident that the XFORCE will not only meet but exceed the expectations of our customers, providing them with an exceptional driving experience that reflects their dynamic lives," Mr. Alzayani added.

Designed for the Bold and Stylish

The Mitsubishi XFORCE leads the charge with a sleek and commanding exterior that is sure to turn heads. The bold front grille with dynamic shield and honeycomb accents, complemented by the newly designed T-shaped LED headlights, reflects a trend-forward stance. The two-tone 18" wheels, alongside T-shaped LED rear lights,



offer a contemporary touch that resonates with those who live life on the edge.

Engineered for a Sophisticated, Tech-Savvy Interior

Inside, the XFORCE offers a modern, inviting cabin, featuring premium melange materials resistant to dirt, newly designed seats with black and mocha synthetic leather, and a thoughtful anti-temperature rise function - all engineered to provide maximum comfort. The spacious cabin, enhanced with ambient lighting, a 12.3" Smartphone-link Display Audio, and an 8" Digital Driver Display, delivers the perfect combina-

tion of style and technology for today's tech-savvy drivers. Additionally, seamless connectivity on the go is ensured with features like wireless smartphone charging and USB Type A & C ports in the rear console, allowing for intuitive use of available storage areas.

Performance for the Explorers

With four distinct driving modes - Normal, Gravel, Wet, and Mud - the XFORCE ensures smooth and reliable performance across a variety of terrains. Its best-in-class ground clearance and intelligent drive mode selector allow drivers to tackle both urban and adventurous environments with confidence.



A CROSS-BORDER ADVENTURE WITH BMW

BMW Motorrad riders embarked on an exhilarating road trip across borders, journeying to Qatar and Saudi Arabia to attend exclusive motorbike roadshows. The ride offered more than just the thrill of open roads - it was a chance for the community to reconnect, push the limits of their machines, and celebrate the spirit of adventure that defines the BMW Motorrad lifestyle. Every kilometer was a testament to performance, precision, and the unbreakable bond shared by those who live to ride.



MG MOTOR EXPANDS EV OFFERING WITH THE LAUNCH OF THE ALL-NEW MG4



MG Motor Bahrain has launched the all-new MG4 Electric, marking a significant milestone in the brand's journey towards a sustainable automotive future and further diversifying its lineup in the Kingdom., MG4 Electric, a state-of-the-art electric model, is set to redefine the Electric Vehicle (EV) ownership experience in Bahrain with its innovative technology, impressive performance, striking design, and affordability.

Three variants are available of the MG4 Electric- COM, LUX and XPOWER-as the model provides flexibility to meet diverse customer preferences. The COM model offers a range of up to 465 km WLTP with a 51 kWh battery, while the LUX variant extends the range to 530 km WLTP with a 64 kWh battery. The top-of-the-line LUX version boasts an impressive range of 530 km WLTP with a 77 kWh battery, ensuring that drivers can go the distance without compromise. Finally, the XPOWER performance model would

cover up to 400 km WLTP.

The MG4 Electric has already earned multiple awards and titles worldwide by well-known motoring experts from around the globe. The model was named "Bargain of the Year" during the Top Gear Awards, as well as the "Best Value Electric Car", "Car of the Year", and "Reader's Favourite Electric Car" by the DrivingElectric magazine. Additionally, the MG4 Electric has earned the titles of "Best Small Family Car", "Best Value Car" and "Electrifying.com Overall Car of the Year" by Electrifying.com. Scottish Car of the Year Awards saw the MG4 Electric earn the title of "Best EV under £40,000", whilst the reviewers of carwow named the model "Car of the Year".

The exterior of the MG4 Electric features an array of sophisticated design elements, including a carbon fibre effect diffuser, "Twin Aero" rear spoiler, and high-tech U-shaped headlights. The aerodynamic design not only enhances the vehicle's aesthetic appeal but

also improves its overall performance and stability. The MG4 Electric is available in a variety of vibrant colours, including a special green exterior exclusive to the XPOWER version.

Inside, the MG4 Electric offers a minimalist and spacious cabin, featuring a floating console with integrated technology. The interior design emphasizes simplicity and user-friendliness, with high-tech features such as a wireless phone charger, hi-tech shift selector, and a 12.3-inch infotainment screen. The "Less is More" design philosophy ensures a pure and open cabin space, enhancing the overall driving experience.

The MG4 Electric is derived from the brand's new 100% Electric Modular Scalable Platform, delivering a unique combination of agility and energy efficiency. The vehicle's design concept, "Energetic Agile," integrates trendy elements with cutting-edge technology to provide a dynamic and vibrant impression. With

its high levels of refinement and user-friendliness, the MG4 Electric stands out as an economical, practical, intelligent, and stylish choice for discerning drivers.

The MG4 Electric also boasts a robust set of safety configurations, including the DP EPS Electronic Steering System, One Box Brake System, and Zero Thermal Runaway Battery Protection. Its high-strength body and advanced MG Pilot System ensure maximum safety for all occupants. Moreover, the MG4 Electric has been tested at various levels rigorously.

Performance-wise, the MG4 Electric is equipped with a high-performance rear-wheel drive system, providing stable acceleration and enhanced traction for a superior cornering experience. The vehicle offers multiple driving modes-Standard, Sport, Custom, Snow, and Eco-allowing drivers to tailor their driving experience to suit different road conditions and personal preferences.



BMW MOTORRAD GHABGA RIDE

In celebration of the Holy Month of Ramadan, Euro Motors hosted an exclusive BMW Motorrad Ghabga for members of the BMW Motorrad Bikers Club. Over 60 riders gathered for an unforgettable evening that began with a scenic ride from the Euro Motors showroom to the Gulf of Jumeirah Bahrain Hotel. With perfect riding weather and open roads ahead, the group enjoyed a spirited journey that captured the freedom and thrill of the BMW Motorrad experience. The evening continued with a Ghabga dinner, where riders came together to reconnect, share stories, and celebrate their passion for the ride. It was a night of community, camaraderie, and the unique bond that unites every Motorrad rider.



EURO MOTORS JLR LEVEL 3 ACCREDITATION

The employees of Euro Motors Jaguar Land Rover proudly celebrated the achievements of Mr. Kamesh and Mr. Justin, who successfully attained level 3 technician accreditation. This prestigious recognition highlighted their expertise across all levels of repair, from routine maintenance to diagnosis. Awarded solely by Jaguar Land Rover, the level 3 accreditation followed a rigorous training and assessment process, ensuring the highest quality of service. Kamesh and Justin's dedication and commitment not only reflected their professional growth but also underscored the company's investment in empowering its colleagues to excel in their careers.



“BODY WORKS” SIGNS DEAL WITH “BINOTTO GROUP”



Body Works, the leading accident repair and body modification facility in the Kingdom, has recently signed a deal to become the authorised and exclusive distributor of Binotto product range in Bahrain. Binotto is a world leading group involved in the manufacture of hydraulic cylinders and systems for tipping solutions, from light, to the heaviest duties.

Marking a valuable addition to the specialised services and products offered by Body Works, the new partnership will provide local and neighbouring clients with complete, reliable, and top-quality hydraulic systems. These include front-end and under-body telescopic cylinders, wet kits, oil tanks, pumps, PTOs, valves, and more. All products work in compliance with the Highest International Quality Standard (ISO 9001) to satisfy various market needs in transportation, construction, and heavy-duty mining industry.

Body Works will offer the Binotto range with installation, service and maintenance of the products, ensuring consistent provision of after-sales services and technical support that guarantee durability. This confirms Body Works' continuous endeavour to maintain its position as a top facility in the field of automotive body modification in Bahrain.



Mr. Khalid Hamid Alzayani, Managing Director of Body Works commented on the occasion, “We are proud to have been chosen as the sole distributor of Binotto in the Kingdom, affirming our position as the foremost body modification facility in Bahrain. We anticipate the expansion of our offered products and services in a manner supporting the operational needs of a diverse client base.”

For his part, Mr. Marco Simioni, Binotto Area Sales Manager stated, “We are pleased to conclude this deal with

Body Works and have the utmost confidence in a fruitful partnership that furthers mutual interest. We are assured in our choice of distributor and look forward to supplying our product line to the Bahraini market and boosting our regional presence.”

Binotto Group is based in Italy and operates 5 state-of-the-art manufacturing plants worldwide. With over 65 years in the market, Binotto serves more than 150 countries across the globe with subsidiaries, authorised dealers, and specialised workshops.