



Press Release  
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United Arab Emirates

## ADAMAS MOTOR GROUP CELEBRATES SUCCESSFUL CONCLUSION OF BEST OF BRITISH CHARITY AUCTION

- Adamas Motor Group proudly concluded its highly successful Best of British Auction
- Five bespoke prints auctioned to mark the arrival of Morgan brand in the GCC region and celebrate British craftsmanship
- All proceeds donated to Emirates Red Crescent during a ceremony attended by Edward Hobart, His Majesty's Ambassador to United Arab Emirates

Adamas Motor Group is proud to announce the successful conclusion of its Best of British Charity Auction, held in conjunction with the recent regional debut of the Morgan Plus Four. The auction featured five bespoke prints, each inspired by Morgan's rich history and meticulously crafted by British artist Jim Wheat. Collectively, these prints raised a remarkable sum of AED 126,500, which has been wholly donated to Emirates Red Crescent to support orphans in need across the region.

The handover ceremony, held at Adamas Motor Group's prestigious showroom in Dubai, was attended by key representatives from Emirates Red Crescent, along with Edward Hobart, His Majesty's Ambassador to the United Arab Emirates. The leadership team from Adamas Motor Group, was also present to underscore the company's dedication to corporate social responsibility.

*"We are thrilled and humbled with the outcome of this auction, as well as the overwhelming support received from our owners and partners here in the UAE. In addition to celebrating the rich manufacturing heritage of British motoring, exemplified by Morgan, this small gesture underscores our long-standing commitment to making a positive impact on our community."*

Karl Hamer, CEO, Adamas Motor Group

*"The Best of British Charity Auction has been a wonderful showcase of the enduring spirit of British generosity and the exquisite craftsmanship that defines many successful British businesses. I am delighted to see Adamas Motor Group supporting such a noble cause and commend their efforts in celebrating British motoring heritage while aiding those most in need."*

Edward Hobart, His Majesty's Ambassador to United Arab Emirates

For further information on Adamas Motors and its offering of automotive lifestyle products, please visit: <https://adamasmotors.com/our-brands/>.



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### ABOUT ADAMAS MOTORS:

Adamas Motors is a prestige-performance motor group based in Dubai, UAE and focusing on providing an unparalleled offering of automotive-lifestyle products across their key markets of Bahrain, UAE, and Hong Kong.

The progressive automotive group represents some of the world's most iconic automotive franchises including Automobili Pininfarina, Aston Martin, INEOS Automotive, Lotus, McLaren Automotive and Morgan Motor Company and has a vision to be a global leader in the premium automotive industry.

### ABOUT MORGAN MOTOR COMPANY:

Morgan Motor Company has been handcrafting sports cars since 1909 and is one of the world's preeminent coachbuilders. Pioneering its unique blend of traditional craftsmanship and modern technology, every Morgan is handmade to order.

The historic home of Morgan is at Pickersleigh Road in Malvern Link, Worcestershire. This is the only place in the world where Morgan cars are built. Steeped in history, the hallowed red brick buildings are home to one of the most unique automotive production facilities in the world.

Morgan sports cars are hand crafted using three core elements: ash, aluminum, and leather. Every car is entirely unique, built to the highest standards by passionate craftsmen and women, whose skills are handed down through generations and perfected over a lifetime, bringing together heritage, innovation, and cutting-edge technology.

Morgan's model line-up comprises Super 3, Plus Four and Plus Six. Characterised by its analogue driving experience, whichever model you choose, every journey in a Morgan is an adventure.

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