



PIRELLI MIDDLE EAST CELEBRATES EMIRATI WOMEN'S DAY IN COLLABORATION WITH LOTUS CARS UAE

- Emirati Women's Day celebration event held from Pirelli P ZERO™ World on Saturday, 31 August 2024
- Opportunity to engage with female owners and celebrate the achievements of women in the UAE
- Informal gathering featuring a wide range of activities, including an opportunity to learn more about Lotus Eletre Hyper-SUV

[Dubai, United Arab Emirates, 02/09/2024], Lotus Cars UAE, managed by Adamas Motor Group, is thrilled to announce the resounding success of the Emirati Women's Day celebration event held in collaboration with Pirelli Middle East from their state-of-the-art P ZERO™ World facility in Dubai, UAE. The activity provided an exclusive yet informal platform for female customers and members of the media to learn more about both brands, as well as to explore the tyre technology developed by Pirelli for the new Lotus Eletre hyper-SUV.

The gathering featured a variety of activities, including keynote speeches from prominent figures behind both brands, a perfume-making workshop, as well as a simulator competition that allowed participants to experience the thrill and engagement that only driving a Lotus can provide. Furthermore, all attendees had an opportunity to explore the innovative design and luxury features of the new Lotus Eletre all-electric hyper-SUV, which opens a new chapter for electric mobility.

Karl Hamer, Chairman & CEO of Adamas Motor Group commented, *"We are delighted to partner with Pirelli Middle East to celebrate Emirati Woman's Day and pay tribute to the achievements and contributions of women in the UAE. The event provided a perfect platform to strengthen our relationship with our female customers, while allowing all guests immerse themselves into the exciting worlds of these two iconic brands."*

Giuliano Menassi, Senior Vice President Region MEAI and Russia of Pirelli, commented: *"Pirelli is honored to celebrate Emirati Woman's Day, recognizing their achievements, contribution and inspiration. Supporting and empowering women, inspiring them to seize opportunities and harness their potential is embedded into our development vision and value creation, in terms of the economy and society. This conviction led us to set challenging goals in the industrial plan presented in March 2024 with specific targets addressing the gender pay gap and to increase the number of women in managerial positions."*

For further information about Lotus Cars product range and locations in the UAE, please visit:

<https://www.lotuscars.com/en-AE>.

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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 Lotus Cars]

Lotus is a global performance brand built on solid foundations and a rich heritage. Since the formation of Lotus in 1948, it has been pioneering true automotive innovation, introducing cutting-edge technologies and designs to meet its uncompromising vision of how a car should look, perform, and feel. Lotus Group is made up of a high-performance sports car business, Lotus Cars, and an all-electric luxury mobility provider, Lotus Technology. Together, we are setting a new standard for automotive excellence.

[About Pirelli]

Established in Milan in 1872, Pirelli is a major player in the tyre industry and the only global manufacturer focused solely on the Consumer tyre market, which includes tyres for cars, motorcycles and bicycles. With a distinctive positioning in High Value tyres, the Group - recognized for its attention to economic, social and environmental sustainability - stands as a global brand known for its cutting-edge technology, high-end production excellence and passion for innovation that draws heavily on its Italian roots.

Pirelli's technological excellence is also nourished by the innovation and competencies derived from sporting competitions, in which it has been active for over 115 years. At present, the company participates in over 350 car and motorcycle sport events and since 2011 it has been the Global Tyre Partner to the Formula One™ World Championship.

The **Lotus Media Site** contains news, images, films, technical specifications, and full details of current models, as well as heritage cars and engineering technology.

For Lotus Cars on social media please follow:



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