

ALL-NEW INEOS GRENADIER QUARTERMASTER MAKES ITS PUBLIC DEBUT IN THE UAE AT ADIHEX 2024

Abu Dhabi, UAE, 02 September 2024 – The all-new INEOS Grenadier Quartermaster makes its first public appearance in the UAE at the Abu Dhabi International Hunting and Equestrian Exhibition (ADIHEX) 2024.

The exhibition runs until 8 September at the Abu Dhabi National Exhibition Centre (ADNEC) in Abu Dhabi, and provides an opportunity for regional prospects and enthusiasts to familiarise themselves with the long-anticipated pick-up truck during its first public display. Participants and visitors will also have the opportunity to explore the rest of the INEOS Grenadier lineup throughout the event.

Sales of the INEOS Grenadier in the UAE are managed through the official retail partner, Adamas Motor Group.

Combining rugged British spirit and design with German engineering precision, the INEOS Grenadier 4X4 is a tough, go-anywhere vehicle with best-in-class off-road capability, paired with the modern comfort, refinement, and quality standards expected by today's drivers.

INEOS Grenadier Quartermaster

The new Quartermaster is the latest addition to the Grenadier family and is the largest model in the current line-up. Blending the original design with the practicality and versatility of a pick-up truck, it is named after the British Army officer responsible for the supply and distribution of provisions. With a wheelbase of 3,227mm, 305mm longer than the Grenadier Station Wagon, the Quartermaster's extended chassis allows it to accommodate a large and versatile cargo area, capable of carrying a load of up to 835kg and effortlessly transporting a standard euro pallet.

Like the Grenadier Station Wagon, the backbone of the Quartermaster is a full box-section ladder frame chassis, with heavy-duty solid beam axles, a two-speed transfer case and up to three locking differentials. It is powered by a BMW 3.0-litre turbo-charged inline six-cylinder gasoline engine, which has been specifically calibrated for this application. Practical features include integrated roof bars, pre-wiring for auxiliary lamps and accessories, and a front bumper to sit on. An 'open-source' approach to accessories means owners can tailor the vehicle to their specific requirements.

The interior combines versatility and practicality with the latest technology and exceptional comfort. Its intuitive and functional layout features physical switches that are widely spaced for easy use on the move. A central infotainment touchscreen gives intuitive access to a range of information displays and settings menus. An overhead console provides controls and switches for off-road and auxiliary controls. Hose-out rubber flooring, leather seats and numerous stowage options mean the Grenadier is ready for anything work and life can throw at it.



The new Quartermaster is priced from AED 312,000.00, with local deliveries starting by the end of the year.

Karl Hamer, Chairman & CEO of Adamas Motor Group, said: “The INEOS Grenadier has achieved remarkable success in the UAE, resonating strongly with customers who demand durability and performance in every environment. We are thrilled to build on this success with the debut of the new Quartermaster pick-up truck at ADIHEX 2024. I am confident that this vehicle will not only meet but exceed our customers’ expectations, especially when paired with the exceptional ownership experience and care provided by Adamas Motor Group.”

The order book for the INEOS Grenadier Quartermaster is now open with INEOS Grenadier UAE, operated by Adamas Motor Group. For further information on the vehicle and to register your interest, please visit: <https://uae-ineosgrenadier.com/>.

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About INEOS Automotive

In 2017, INEOS Chairman Jim Ratcliffe, a car enthusiast and experienced adventurer, identified a gap in the market for an uncompromising 4X4 engineered for modern day compliance and reliability. INEOS Automotive Limited was formed and a senior team of automotive professionals assembled to bring the vision to reality with a fresh perspective of 4X4 development and manufacturing.

In 2022 the INEOS Grenadier was launched: a truly global 4X4 built from the ground up that combines rugged British spirit and design with German engineering rigour. The Grenadier provides best-in-class off-road capability, durability, and reliability with the modern comfort and refinement customers expect wherever they are in the world. In 2023 a double-cab pick-up variant of the Grenadier was launched called the Quartermaster, and in February 2024 a third vehicle line called the INEOS Fusilier was unveiled which will offer two powertrain options to meet global consumer needs: an all-electric and a range-extender electric.

INEOS Automotive is a subsidiary of INEOS (www.ineos.com), a leading manufacturer of petrochemicals, speciality chemicals and oil products. It employs 26,000 people across 36 businesses, with a production network spanning 194 sites in 29 countries. From paints to plastics, textiles to technology, medicines to mobile phones, materials manufactured by INEOS enhance almost every aspect of modern life. In 2021, INEOS had sales of \$65bn.

To find out more about INEOS Automotive, visit www.ineosgrenadier.com.

About Adamas Motor Group

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.

