

**Press Release**  
15 October 2024  
United Arab Emirates

## **ADAMAS MOTORS CELEBRATES THE OPENING OF THE NEW INEOS GRENADIER SHOWROOM IN ABU DHABI**

- **Brand-new INEOS Grenadier showroom in Abu Dhabi opens for business**
- **Second Sales Facility in the UAE reflects outstanding reception and growing demand for INEOS Automotive vehicles in the country**
- **New home of the INEOS Grenadier aims to build a strong and involved community of owners in Abu Dhabi**
- **Further expansion underway with dedicated Service facility scheduled for completion in 2025**

Adamas Motor Group is delighted to announce the opening of a new INEOS Grenadier Sales Facility, proudly situated on the prestigious Corniche Road, in the heart of Abu Dhabi. This boutique two-car showroom showcases a complete portfolio of INEOS Grenadier models and is operated by a dedicated team of expert Sales Consultants, who are committed to delivering an exceptional purchasing and ownership experience.

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 premium comfort, refinement, and quality standards expected by today's drivers.

This new vehicle has received an overwhelmingly positive reception in the UAE since the initial deliveries commenced in 2023 and this latest step in network expansion underscores strong confidence in the future of the INEOS brand.

Karl Hamer, Chairman & CEO of Adamas Motor Group, commented: *“We are tremendously excited to introduce the INEOS Grenadier to the capital of the UAE with this new, high-profile location. Our expert team is ready to welcome all local customers and enthusiasts, and I am confident that we will deliver an exceptional ownership experience that perfectly complements the excellence of this remarkable product.”*

Tim Abbott, Regional Head, Middle East & Africa at INEOS Automotive, added: *“We would like to thank and congratulate the whole team at*

*Adamas Motors on the opening of this excellent new facility. This great milestone is a testament to their ongoing commitment, and we look forward to celebrating future achievements together, as well as seeing Abu Dhabi customers embracing the Grenadier.”*

### **INEOS Grenadier**

The backbone of the Grenadier 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 a 70:30 split rear door, integrated roof mounting 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 Grenadier Trialmaster Edition is built with extreme off-road driving in mind, prioritising go-anywhere capability and versatility. The Trialmaster includes a raised air intake, exterior utility belt and auxiliary battery. It comes with front and rear differential locks and BFGoodrich All-Terrain T/A KO2 tires as standard, designed to handle the harshest of conditions.

The Grenadier Fieldmaster Edition is designed for those with an adventurous lifestyle who need their vehicle to get them and their kit to wherever they want to go. It includes full-grain leather seats, a premium sound system and carpet floor mats. It also comes standard with Safari Windows in the roof that can be tilted for ventilation or removed completely.

The Grenadier Quartermaster double cab pick-up is the largest model in the current line-up and offers class-leading off-road capability. 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 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.

For further information on INEOS Grenadier in the UAE and its range of premium 4X4 vehicles, please visit: <https://uae-ineosgrenadier.com>.

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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 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 Quartermaster joined the Grenadier family, a 5-seat double-cab pick-up variant on an extended wheelbase. July 2024 saw the introduction of the Arcane Works sub-brand, the special vehicles division exploring new technologies, luxury and personalisation..

INEOS Automotive is a subsidiary of INEOS ([www.ineos.com](http://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](http://www.ineosgrenadier.com).

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